



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

Contract # 841571
Schedule Dates 09/05/12-09/13/12
Advertiser American Crossroads (33954)
Agency/T-Code Crbsroads Media LLC (2774)/055317791
Product Political - Non-Ballot Issue (1196)
Brand American Crossroads (171747)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name MARONEY,STEPHANIE
Phone/Fax (202) 559-6428 /
CPE 11/27/690
Account Types National/Political Issue - Agency
Billing Type Weekly/Irregular
Comments AM CROSSROAS :30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	39	\$33,130.00
Grand Total:	39	\$33,130.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	5A- 5:58A (ET)						1		1	1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
2.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	6P- 6:30P (ET)							1		1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
3.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	7:28P- 7:57P (ET)							1		1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
4.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	9A- 10A (ET)							1		1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
5.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	11P- 11:35P (ET)							1		1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
6.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	5A- 5:58A (ET)							1		1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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Advertiser	American Crossroads (33954)	Last Modified	08/29/12
Agency/T-Code	Crossroads Media LLC (2774)/055317791	Entered By	Penne Marsh
Product	Political - Non-Ballot Issue (1196)	CO-OP	No
Brand	American Crossroads (171747)	Headline #	06225790
Salesperson	Blair, Cheryl (2205)	Demo	
Sales Office	TeleRep - Philadelphia	Order Type	Normal
Buyer Name	MARONEY,STEPHANIE	Package Deal	
Phone/Fax	(202) 559-6428 /	Commission %	15.00
CPE	11/27/690	Net Total	\$28,160.50
Account Types	National/Political Issue - Agency	Sales Tax	
Billing Type	Weekly/Irregular		
Comments	AM CROSSROAS :30 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,		

Norfolk (WVEC) (WVEC)	By Broadcast Month	Spots	Rate
Sep. 2012	39	\$33,130.00	
Grand Total:	39	\$33,130.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6P- 6:30P (ET)			1						1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
8.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6:58P- 7:28P (ET)				1					1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNIE<	7/10/12
9.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	9A- 10A (ET)				1					1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
10.0	Normal Line / NCAA - FOOTBALL	09/08/12-09/08/12	9	:30	3P- 6P (ET)							1		1	\$175.00	\$175.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, ABC CLG FTBL L<	7/10/12
11.0	Normal Line / SPOT	09/08/12-09/08/12	4	:30	6P- 6:30P (ET)								1		\$480.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, ABC CLG FTBL L	7/10/12
11.0.1	Closed Preempt	09/08/12															Norfolk (WVEC) (WVEC)	S/I-Program Change/Exception - PROGRAM CHANGE/NCAA FOOTBALL	

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Agency/T-Code	Crossroads Media LLC (2774)/055317791	Entered By	Penne Marsh
Product	Political - Non-Ballot Issue (1196)	CO-OP	No
Brand	American Crossroads (171747)	Headline #	06225790
Salesperson	Blair, Cheryl (2205)	Demo	
Sales Office	TeleRep - Philadelphia	Order Type	Normal
Buyer Name	MARONEY,STEPHANIE	Package Deal	
Phone/Fax	(202) 559-6428 /	Commission %	15.00
CPE	11/27/690	Commission	\$4,969.50
Account Types	National/Political Issue - Agency	Net Total	\$28,160.50
Billing Type	Weekly/Irregular	Sales Tax	
Comments	AM CROSSROAS :30 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,		

Norfolk (WVEC) (WVEC)		Spots	Rate
By Broadcast Month			
Sep. 2012	39	\$33,130.00	
Grand Total:	39	\$33,130.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	09/09/12-09/09/12	4	:30	11P- 11:35P (ET)								1	1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
13.0	Revised Line / SPOT	09/06/12-09/06/12	4	:30	11P- 11:35P (ET)								1				Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
13.1	Normal Line / SPOT	09/06/12-09/06/12	4	:30	11P- 11:35P (ET)								2		\$1,055.00	\$2,110.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	8/28/12
14.0	Normal Line / SPOT	09/06/12-09/13/12	4	:30	5A- 5:58A (ET)								1		\$450.00	\$900.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYRK A<	7/10/12
15.0	Normal Line / SPOT	09/06/12-09/13/12	4	:30	6P- 6:30P (ET)								1		\$1,080.00	\$2,160.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
16.0	Normal Line / SPOT	09/06/12-09/06/12	4	:30	6:58P- 7:28P (ET)								1		\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTUNE<	7/10/12
17.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	7:28P- 7:57P (ET)								1		\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12

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Phone/Fax	(202) 559-6428 /	Commission %	15.00
CPE	11/27/690	Commission	\$4,969.50
Account Types	National/Political Issue - Agency	Net Total	\$28,160.50
Billing Type	Weekly/Irregular	Sales Tax	
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18.0	Normal Line / SPOT	09/06/12-09/13/12	4	:30	9A- 10A (ET)						1			2	\$430.00	\$860.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, REGISKELLY<	7/10/12	
20.0	Revised Line / SPOT	09/04/12-09/11/12	4	:30	5A- 5:58A (ET)						1							Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
20.1	Normal Line / SPOT	09/11/12-09/11/12	4	:30	5A- 5:58A (ET)					2				2	\$450.00	\$900.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	8/28/12	
21.0	Revised Line / SPOT	09/04/12-09/11/12	4	:30	6P- 6:30P (ET)					1								Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
21.1	Normal Line / SPOT	09/11/12-09/11/12	4	:30	6P- 6:30P (ET)					2				2	\$1,080.00	\$2,160.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	8/28/12	
23.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	7:28P- 7:57P (ET)						1			1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, JEPARDY<	7/10/12	

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24.0	Revised Line / SPOT	09/04/12-09/11/12	4	:30	9A- 10A (ET)				1								Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12	
24.1	Normal Line / SPOT	09/11/12-09/11/12	4	:30	9A- 10A (ET)					2					2	\$430.00	\$860.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	8/28/12
25.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	11P- 11:3SP (ET)						1				1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
26.0	Normal Line / SPOT	09/05/12-09/12/12	4	:30	5A- 5:58A (ET)						1				2	\$450.00	\$900.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
27.0	Normal Line / SPOT	09/05/12-09/12/12	4	:30	6P- 6:30P (ET)						1				2	\$1,080.00	\$2,160.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
28.0	Revised Line / SPOT	09/12/12-09/12/12	4	:30	6:58P- 7:28P (ET)						1							Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
28.1	Normal Line / SPOT	09/12/12-09/12/12	4	:30	6:58P- 7:28P (ET)						2				2	\$1,440.00	\$2,880.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	8/28/12

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29.0	Normal Line / SPOT	09/05/12-09/05/12	4	:30	7:28P- 7:57P (ET)							1		1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
30.0	Normal Line / SPOT	09/05/12-09/12/12	4	:30	9A- 10A (ET)							1		2	\$430.00	\$860.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, REGTS&KELLY<	7/10/12
31.0	M/G For 11.0.1 / SPOT	09/09/12-09/09/12	4	:30	6P- 6:30P (ET)									1	\$480.00	\$480.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, ABC CLG FTBL L	8/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WVEC Norfolk	Date: 9/4
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<i>As Ordered</i>				

Total Charges: # 28,160.50	Net
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This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

8/31/12 Stephanie May
Date Signature

703-299-1760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected
Penne Marsh Penne Marsh NSC
Signature Printed Name Title